

**Subject:** This week from CCA (CCA Delivers - December 8, 2016  
**From:** "Central City Association" <jdanganan@ccala.org>  
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## CCA Delivers

CCALA.org

**December 8, 2016**



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## CCA Holiday Party at The Majestic Downtown

*Bottom row: Assemblymember Jimmy Gomez; City Attorney Mike Feuer; Councilmember Paul Krekorian; Councilmember Mitch Englander; Assemblymember Miguel Santiago; Councilmember David Ryu; Suzanne Holley, CCA & DCBID; Rob Jernigan, Gensler  
Top row: Sauli Danpour, Xvest Holdings; Adam Simmons, Tangram; Councilmember Curren Price; John Gullixson, Sydell Group; Jessica Lall, incoming CCA President & CEO; City Controller Ron Galperin; Jack Sample, PCL Construction; Kevin Dow, Turner Construction*

## CCA Celebrates the Holidays at The Majestic Downtown

Los Angeles' most influential political, business and civic leaders celebrated the holidays and a prosperous 2016 at CCA's Annual Holiday Party. Hundreds were in attendance at the gathering, which took place at The Majestic Downtown.

Distinguished guests included: State Senator **Bob Hertzberg**, State Assembly Members **Miguel Santiago** and **Jimmy Gomez**; County Assessor **Jeffrey Prang**; City Attorney **Mike Feuer**; City Controller **Ron Galperin**; City Councilmembers **Gil Cedillo**, **Paul Krekorian**, **David Ryu**, **Curren Price** and **Mitch Englander**; Los Angeles Community College District Trustee **Nancy Pearlman**; Deputy Mayors **Barbara Romero** and **Matt Szabo**; City Administrative Officer **Miguel Santana**; Bureau of Sanitation General Manager **Enrique Zaldivar**; Department of Transportation General Manager **Seleta Reynolds**; and Office of Finance Executive Director **Claire Bartels**.

We would like to thank our event sponsors: **AEG, BNSF Railway, Chevron, PCL Construction, Sydell Group, Tangram, Turner Construction, Unified Parking and Xvest Holdings.**



### COMMITTEE CALENDAR

**TUESDAY, DECEMBER 13**

8:00 - 9:30 a.m.

#### HOMELESSNESS POLICY

**Topics:** MEASURE HHH  
IMPLEMENTATION, CITY'S FIRST  
HOMELESS COORDINATOR,  
COUNTY + CITY + COMMUNITY (C3)  
UPDATE

**Special Guests:** Rushmore Cervantes,  
General Manager, Housing, Community  
and Investment Department; Meg  
Barclay, Homeless Coordinator, CAO;  
Sara Shortt, Director, C3 Program



### CCA IN ACTION



This week, CCA spoke at the Board of Supervisors in support of 0.25% sales tax increase to fund homeless services. The Board approved the item unanimously and the measure will be placed on the March 2017 ballot. As a special tax it will require 2/3 voter approval and it will sunset in ten years. The measure is expected to

## Downtown 2030

At CCA's Downtown 2030 committee, members heard from City Planning regarding the revised bicycle parking ordinance. The Mayor's office along with City Planning also reported on Measure JJJ implementation. In addition, we received an update from the campaign team about Measure S, the Neighborhood Integrity Initiative.

The revised bicycle parking ordinance is tentatively scheduled for the City Planning Commission on January 12, 2017. The revisions are intended to provide greater flexibility for parking requirements and take into account new factors like Metro's Bike Share program. The revision also establishes a single standard of one bike parking space per every 10 rooms in hotels and motels. And it allows for long-term bike parking to be inside of the dwelling unit. CCA members asked for additional flexibility regarding credits when secured bike parking is provided and the ability to pay an in-lieu fee to support Metro Bike Share. We also discussed the need for the City to revisit the requirements of the ordinance periodically in order to determine if the parking spaces are actually being used. CCA will continue to work with members to weigh in on this issue.

Measure JJJ (aka Build Better L.A.) was approved by voters on November 8th and will go into effect as soon as the City Council certifies election results. This will likely happen next week. Per the measure, within 90 days the City must establish an in-lieu fee and a Transit Orientated Communities (TOC) ordinance. The City is also currently working on informational memos that would clarify vesting, wage standards and local hire provisions. There were many questions raised by CCA members about Measure JJJ implementation in relationship to the Density Bonus ordinance and the Transfer of Floor Area Rights ordinance. Members also discussed possible incentives that should be considered for the TOC ordinance. CCA is forming a working group on these issues and welcomes member participation.

Lastly, we discussed Measure S, the Neighborhood Integrity Initiative, which will be on the March 2017 ballot. The March election is a municipal election and voter turnout is expected to be about 16-20%. The campaign team stressed the need to get to voters first and what resources that requires. Absentee ballots drop on February 7, 2017 and it is estimated about 60% of voters choose to vote by mail. In order to reach these voters, resources are needed now. To help us defeat this destructive initiative that would destroy jobs, stop new housing and worsen the homeless crisis, please visit [goestsofar.com](http://goestsofar.com) to receive campaign updates and more.

CCA thanks **Niall Huffmann, Ashley Atkinson, Nick Maricich, Patricia Diefenderfer, Mike Shimpock, Mary Hodge, Michelle Maravich and David Dent.**

For more information please contact CCA's Managing Director of Legislative Affairs & Government Relations, [Marie Rumsey](#).

generate \$355M annually and will be used to provide homeless services, including: mental health, substance abuse treatment, healthcare and other supportive services.

For more information contact CCA's Managing Director of Legislative Affairs & Government Relations, [Marie Rumsey](#).

On Tuesday, CCA testified in support of the City's draft energy and water efficiency ordinance. We applauded the City outreach and work with property owners to craft an ordinance that is reasonable. Instead of requiring retrofits to reach various goals, the City is requiring energy and water use audits and then leaving it to the property owners to decide whether they want to make the investments based on projected savings.

For more information, please contact CCA's Director of Government Relations, [John Howland](#).

CCA also called on the City to make needed upgrades to ATSAC, the automated traffic signal system, to reduce congestion in Downtown and other parts of the city. ATSAC should be useful in changing signal timing to improve traffic flow, but with Downtown's growth, the system has not kept up. CCA voiced its support for the necessary funding to bring near term upgrades.

For more information, please contact CCA's Director of Government Relations, [John Howland](#).

## CCA MEMBERS IN THE NEWS

"I think he'd be very pleased that the development that we're seeing is not happening just in the Central Business District, but in the Arts District, Little Tokyo, Chinatown, the many neighborhoods of Downtown," said Hal Bastian. [Downtown News](#), December 6, 2016. "[What Would Jack Kyser Have Thought of Today's Downtown?](#)"

 **NEW MEMBERS**

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GGLO Design

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